

For Immediate Release
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CALIFORNIAVOLUNTEERS LAUNCHES STATEWIDE GRASSROOTS CAMPAIGN TO INCREASE VOLUNTEERING

***During the Holiday Season, Campaign Will Focus on Addressing Hunger
Homelessness and Poverty in California***

Sacramento – CaliforniaVolunteers is spearheading a statewide, grassroots effort to increase the number of Californians volunteering in their communities to address hunger, homelessness and poverty this holiday season.

Today, 4.6 million Californians, including 1.8 million children, live in poverty – and an estimated 350,000 are homeless. CaliforniaVolunteers is reaching out to a range of businesses, statewide and community leaders and nonprofit organizations to provide tools and resources to make it easy for them to get the word out about this growing problem and how volunteering can be part of the solution.

“The holidays can be an especially challenging time for families who lack the everyday necessities that many of us take for granted, and volunteering in any number of ways can make a difference,” said Karen Baker, executive director of CaliforniaVolunteers. “We know many people want to help but don’t know how. We want to make sure every state resident knows how easy it is to find meaningful volunteer opportunities in their own communities on CaliforniaVolunteers.org.”

CaliforniaVolunteers.org features the largest statewide volunteer matching network in the nation and serves as a “one-stop shop” where visitors can enter their zip code, identify their areas of interest and then be matched with local volunteer opportunities and organizations.

Also on CaliforniaVolunteers.org, businesses, stakeholders and community leaders can access communications packages with template materials, facts and statistics that underscore the growing problems of hunger, homelessness and poverty and the importance of volunteering. Nonprofit organizations looking to recruit volunteers should email cvmn@CaliforniaVolunteers.ca.gov to learn about how they can post their opportunities to this dynamic online resource.

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CaliforniaVolunteers Launches Grassroots Campaign

Throughout the year, CaliforniaVolunteers will focus on a range of critical issues facing our state to help spread the word about volunteering opportunities that will help address these challenges. Organizations interested in receiving communications materials or learning more are encouraged to visit CaliforniaVolunteers.org or call toll-free (888) 567-SERV (7378).

ABOUT CALIFORNIAVOLUNTEERS

CaliforniaVolunteers is the state agency that manages programs and initiatives to increase the number of Californians involved with service and volunteering.

CaliforniaVolunteers administers California Citizen Corps, the state AmeriCorps and the Cesar Chavez Day of Service and Learning programs. Through the innovative Web site, CaliforniaVolunteers.org, individuals, families, businesses and groups can search for volunteer opportunities throughout the state that match their interests. For more information visit: www.CaliforniaVolunteers.org.

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